



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
David W. Roth et al.

Application No.: 09/216,206

Confirmation No.: 1079

Filed: December 18, 1998

Group Art Unit: 3622

For: INTERNET ADVERTISING SYSTEM

Examiner: James W. Myhre

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION MAILED
OCTOBER 20, 2005**

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Applicant hereby submits this response to the final Office Action mailed on October 20, 2005. Reconsideration and allowance of the application is respectfully requested.

Amendment to the Claims begins on page 2

Remarks begin on page 24